

IME

INTERNATIONAL
MANAGEMENT
EDUCATION

e NGLISH PROGRAM

MANAGEMENT SCHOOL ST.GALLEN ■
INTERNATIONAL PROGRAMS 2021

NEW
FALL
AC
G
TS

St.Gallen *Management & Leadership Program*

What challenges will managers be faced with in the future, and how can these be met? In answer to these questions, we have established our St.Gallen's Management & Leadership Program. Together we will embark on a learning journey that will support you to develop as a person and thus as a leader.

Whoever takes on a management role cannot rely on experience and routine alone, but also needs to deal with new, complex, unfamiliar situations. More than ever, managers need a reliable navigation system to refine their skills. This requires, on the one hand, an integrated body of knowledge which provides security during periods of change, and, on the other hand, an efficient set of tools with which to apply this knowledge. The program provides this navigation system with topics ranging from strategic competence to leadership skills, cultural transformation and personal excellence. The modules of the three-part program are based on St.Gallen's management teaching principles, combined with current management approaches. The program also focusses on analyzing and developing your own leadership personality and management behavior. It includes a high level of self-reflection of the own leadership role. The skills you acquire will allow you to refine your personal and social competencies and integrate these into goal-oriented leadership strategies.

www.mssg.ch/management_leadership

IME

INTERNATIONAL
MANAGEMENT
EDUCATION

Target group

Leaders who would like to optimize their leadership and management competencies holistically.

Dates 2021

The order of the modules can be changed.

Date options module 1

June 2 – 4, 2021, St.Gallen

September 20 – 22, 2021, St.Gallen

Date options module 2

June 7 – 9, 2021, St.Gallen

October 25 – 27, 2021, St.Gallen

Date options module 3

April 26 – 28, 2021, St.Gallen

June 28 – 30, 2021, St.Gallen

November 15 – 17, 2021, St.Gallen

Duration

3 × 3 Days

St.Gallen Certification

There is the option of passing an exam and/or writing a thesis at the end of the program and certifying as St.Gallen Leadership & Management Expert.

Participant Fees

Program CHF 12'500 | EUR 10'900

with Certificate CHF 14'500 | EUR 12'800

with Diploma CHF 17'800 | EUR 15'900

According to Swiss regulations no additional VAT will be charged for any of the programs.

PROGRAM CONTENTS

MODULE 1

Personal Excellence

Personal Excellence actively encourages you to change your personal perspective on others and on yourself. This gives you the opportunity to self-reflect more deeply in order to get to know yourself better and to be able to communicate and to use your strengths and talents in a more targeted way.

Focus on strengths

Personality profile. Where do your true strengths lie? Which talents should you develop? How to deal with different profiles.

Personal impact

Body awareness and vocal training. Versatility of expression. Presence and power of performance. Enhancing presentation skills. Storytelling.

Self-leadership

Self reflection and self-awareness. Transactional analysis. Identifying and working on obstructive beliefs. Handling pressure, opposition and stress.

Communication and conversational skills

Principles of successful communication skills. Active listening. Dealing with difficult conversations.

Developing spontaneity

Thinking on your feet. Speeding up your reaction time. Improvisation and quick wittedness. Quick responsiveness.

My contribution to the whole:

personal development plan. Recommended complementary activities.

Knowledge Transfer

Q&A/experience exchange session
web session to secure transfer process 4–6 weeks after seminar.

Optional

Individual coaching to develop personal skills.

MODULE 2

Executive Leadership

Stop and take stock of your leadership journey so far, assess where leadership is going in the digital age and construct your own individual development path for the future. With an experienced coach and a powerful group of peers you can expect to work on the following topics:

Leadership values

Personal leadership values and aspirations, stability and resilience.

New insights on old stories

Useful neuroscience for personal growth, understanding behaviour and motivation.

New demands and challenges

Modern definition of leadership. Breaking down old thinking patterns. The effects of digitalization, social trends and "New Work".

High performance (agile) teams

Designing collaboration constructively, leading self-organizing and agile teams, working on team development.

Leading and supporting transformation successfully

Growth mindset, developing new habits, culture change and change leadership.

Courage and responsibility

Handling responsibility. Appetite for risk and entrepreneurship.

Empowerment

From superior to sparring partner, developing coaching competence, having high value conversations.

Employee development

The leader's role, giving rich feedback, delegation. Methods and tools.

Knowledge Transfer

Q&A/experience exchange session
web session to secure transfer process 4–6 weeks after seminar.

Optional

Individual coaching to develop leadership skills.

MODULE 3

Managing Business

Managing Business gives you the skills to make far-sighted decisions between the conflicting priorities of market opportunities and company strengths. Strategic planning which will lead you faster and safer to future success.

Business management

Defining the basic direction: Vision and mission for corporations, businesses and departments.

Top Management Perspective

The playground: Individuals, organizations, corporations, businesses and departments.

The integrated St.Gallen management approach

The company navigation system. Levels of strategic and operative management.

Strategy radar

Health Check: Strategy radar for corporations, businesses and departments.

Strategy development process

Getting into action: How to define a strategy development process

Implementing strategy

Key features of strategy controlling and how to link strategies to annual objectives and to the annual (financial) planning cycle.

How to deal with the future

Operative mid- and long-term planning, strategic planning, forecasts and scenarios. Dealing with the unknowable. Scenario technique.

New target groups, new markets

Between grey surfers and digital natives. New target groups in the digital age.

Customer orientation

From a buzz word to a more structured understanding of the concept. Customer oriented innovation, management, and cost structures.

Knowledge Transfer

Q&A/experience exchange session
web session to secure transfer process 4–6 weeks after seminar.

Optional

Individual coaching on managing the own department.